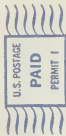


NELSON DOUBLEDAY, Inc.
Garden City, L. I., New York



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I enclose my dime. Enroll me in the Personal Success Program and send me my introductory kit consisting of the APTITUDE TEST, "A Guide to High-Speed Mathematics", 24 Practice Cards and the current issue of Business News - all for 10¢. I will notify you if I do not want to continue. Otherwise, send me a new kit each month at the low subscribers' price of \$1.00 plus shipping. I need not take any minimum number of kits and I am free to stop the program whenever I wish.

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FREE GIFT: Handsome DESK-FILE to hold your Personal Success Booklets if you act on this offer within the next 10 days.

(SEE OTHER SIDE)

WILL YOU HELP us inform others about the Personal Success Program? If you will list below the names and addresses of friends who might be interested, we will be glad to send them free literature. No salesman will call, and your name will not be mentioned.

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NELSON DOUBLEDAY, Inc.

GARDEN CITY

NEW YORK

Executive
Offices

Dear Friend:

Do you have hidden abilities you may not even be aware of?

What special skills do you possess that you might be using more effectively to your own advantage?

Are you wasting your time trying to develop along one line -- when you should be putting your energies into another?

The answers to these questions can point the way to greater progress for you -- and give you the "key" to your own abilities that spells financial success!

Now the answers can be yours if you will
simply send 10¢ today for a remarkable
APTITUDE TEST that you can take by yourself,
score by yourself and evaluate by yourself.

This special APTITUDE TEST was developed by a leading personnel psychologist exclusively for the Nelson Doubleday PERSONAL SUCCESS PROGRAM, and is not available from any other source. (A test comparable to it if administered personally in a research laboratory would cost you \$20.00 or more.)

But this APTITUDE TEST is yours for 10¢ simply to introduce you to the Personal Success Program -- a plan that has already helped thousands of people move ahead to positions of power and prestige. What makes this plan so valuable is that it concentrates on those techniques that are common to all successful people -- and that can help you further your progress too.

If you decide to join the program (and you need not do so in order to get the APTITUDE TEST), you will acquire at exceptionally low cost the skills needed to reach your goals. You will learn how to develop new ideas...get them across to others...speak well in public...get along with people...write effective business letters...conduct a meeting...gain self-confidence...organize your time...develop new selling methods...understand business figures...manage other people...delegate authority...win new friends.

In short, the Personal Success Program helps you discover how to master the secrets that make for success in ANY field and put them to work in your own life.

How the Program Works to Help You
Accomplish this Aim

Each month as a member you will receive a valuable, informative booklet of about 10,000 words covering another subject of vital importance to your progress. Each booklet will be written by an expert in the field and will be easy to read and understand. By absorbing the material in these booklets, you will build up a knowledge of the essential principles of success.

Along with the booklets every month, you will receive a set of original "Practice and Application Cards." These copyrighted cards are a unique teaching device that take the principles in the text -- put them into actual use -- and show you how to apply them to your own special needs. Here is an amazing technique -- entirely new with this program -- that makes it easy for you to get full benefit from the principles covered.

You will want to carry these cards with you wherever you go and take them out to practice while traveling or waiting for appointments. In this way, you will utilize your spare time to real advantage. And you will further your own progress in just a few minutes a day!

You will also receive a copy of BUSINESS NEWS each month. This is an exclusive Newsletter on vital business developments produced for program members only, and sent out every month with your booklet and practice cards.

But Here is the Best News of All -
The Cost is Amazingly Low!

If you were to take a course of personal instruction in a private success school, you would have to pay \$50.00, \$75.00 or \$100.00. But here you get the latest techniques for executive development direct by mail -- right in the comfort of your home -- and at a cost so low you'll hardly believe it's possible!

Only one dollar a month!

Yes, that's right! Just \$1.00 a month (plus shipping) for these specially-written booklets with their unique Practice and Application Cards and the monthly Newsletter. Imagine getting all this valuable material for so little money!

Best of all you do not commit yourself in any way when you join. Unlike a course, you do not have to "sign up" for any specific period of time. You stay in the program only as long as you wish. There are no minimum number of purchases to make, and you are free to cancel your membership at any time!

Start on this Program At Once
for only TEN CENTS!

Now I want you to see for yourself how immensely valuable the Personal Success Program can be to you. And to make it possible for you to try it out without obligation, I will send you the APTITUDE TEST plus the first complete "Progress Kit" in the series for just 10¢. All you need do is slip a dime into the handy coin envelope and mail it with the enclosed card in the business reply envelope provided. By return mail I will ship you all of the following:

1. APTITUDE TEST - your first step toward success. Consists of six parts: the first five sections test various skills and the sixth seeks out your vocational preference. Using the score key provided, you can determine your strong and weak points confidentially -- discover aptitudes you were not previously aware of -- uncover hidden potential you can put to profitable use immediately.
2. A GUIDE TO HIGH-SPEED MATHEMATICS - 10,000-word booklet that describes an entirely new approach to addition and subtraction, shows you how to multiply without carrying, gives you a fast method for making estimates, explains how to check your answers in a few seconds -- and much more!
3. A SET OF 24 PRACTICE AND APPLICATION CARDS - amazing new self-teaching technique that shows you how to apply the information in the booklet to your own individual mathematics problems. How? By taking the essential principles and putting them to actual use. Spend just a few minutes each day with these cards, and you will soon master the art of working with figures.
4. POCKET CARD HOLDER - an attractive, wallet-size holder in which to keep your Practice Cards.
5. BUSINESS NEWS - current issue of the Monthly Newsletter on important happenings in the business world, produced exclusively for Personal Success Program members.

All of this material will be sent to you for just a DIME to introduce you to membership in the program. But you are under no obligation to spend another penny when you accept this 10¢ offer. If you do not want to continue the program, simply notify us by mail within 7 days and we will cancel your membership at once. Otherwise we'll send you a new Personal Success Kit each month for as long as you wish.

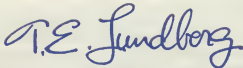
But in any case -- no matter WHAT you decide to do -- the APTITUDE TEST (and other material in the introductory kit) is yours to keep for a dime!

I am authorizing this amazing no-risk offer for one reason only: because I believe that once you try out membership in the Program you are going to want to continue it. And I am certain that thousands of others like you will also join in order to progress rapidly in their jobs, earn more money and enjoy the good things of life.

But you must act immediately. I am setting aside only a limited number of kits for this ten-cent offer. When they are gone it may not be possible to continue offering them under these unusual terms. So slip your dime into the handy coin envelope right now, fill out the enclosed card and mail both back to me in the enclosed postpaid business reply envelope.

Now is the time to take this important step to success and happiness. Act on this special offer TODAY!

Cordially yours,



TEL:AP

P.S. If you act within the next ten days only, we will also send you a handsome DESK-FILE for handy storage of your Personal Success booklets. This special file makes it convenient for you to locate any booklet you want quickly. Get this extra FREE gift by acting in 10 days!

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